AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

      1.   (Currently Amended) A method for providing control over transactions, comprising:

      prompting a primary user, via a transaction control system implemented on a computer, to input financial notification data, the financial notification data operable for defining transaction controls associated with financial transactions initiated by a secondary user, the financial notification data including a spending type comprising a time limit imposed on usage of an item that is subject to the transaction controls;

      receiving and storing, via the transaction control system, the financial notification data;

      receiving, via the transaction control system, data relating to a financial transaction from a point of sale, the data associated with the secondary user;

      retrieving, via the transaction control system, financial notification data related to the financial transaction;

      sending a notification to the point of sale, via the transaction control system, based upon the data relating to the financial transaction; and

      upon determining, via the transaction control system, that a transaction is not acceptable:

      approving a request to execute the financial transaction, via the transaction control system, without interaction from the primary user and issuing a notification to the primary user when the request to execute the financial transaction is approved; and

returning to the secondary user a notice of suspension of the account privileges.

2.   (Previously Presented) The method of claim 1, wherein the financial

notification data specify conditions for performing at least one of:

denying a request to execute the financial transaction;

confirming an identity of the secondary user before approving the financial

transaction; and

suspending future financial transaction activities of the secondary user.

3.   (Previously Presented) The method of claim 1, wherein the spending type

further includes at least one of:

a type of transaction;

a listing of items or services associated with the transaction;

a type of merchant;

a time of day;

a spending limit; and

a location type.

4.   (Previously Presented) The method of claim 1, further comprising:

presenting a user interface screen with a menu of transaction control items and

transaction control rules, the control items organized into, and presented via the user

interface as, categories;

wherein receiving the financial notification data from the primary user includes

receiving one of a user-selected control item, category of control item, and user-defined

control item from the primary user via the user interface screen.

5.   (Previously Presented) The method of claim 1, wherein the notifications

to the point of sale and the primary user are presented via at least one of:

a point of sale terminal;

a transaction receipt;

a computer screen;

a telephone;

postal mail;

a messaging application; and

an online service.

6.   (Previously Presented) The method of claim 1, wherein the notification to

the point of sale comprises at least one of:

an account balance;

an account shut-off;

a denial of a request to execute the financial transaction;

a request for an additional authorization code; and

a request to check an identification of the secondary user.

7.   (Currently Amended) A system for providing control over transactions,

comprising:

a means for prompting a primary user to input financial notification data, the

financial notification data operable for defining transaction controls associated with

financial transactions initiated by a secondary user, the financial notification data

including a spending type comprising a time limit imposed on usage of an item that is

subject to the transaction controls;

a means for receiving and storing the financial notification data;

a means for receiving data relating to a financial transaction from a point of sale, the data associated with the secondary user;

a means for retrieving financial notification data related to the financial transaction;

a means for sending a notification to the point of sale based upon the data relating to the financial transaction; and

means for approving a request to execute the financial transaction without interaction from the primary user and issuing a notification to the primary user when the request to execute the financial transaction is approved;

wherein the control over transactions is provided by a cable television service provider.

8.   (Previously presented) The system of claim 7, wherein the financial notification data specify conditions for performing at least one of:

denying a request to execute the financial transaction;

confirming an identity of the secondary user before approving the financial transaction; and

suspending future financial transaction activities of the secondary user.

9.   (Previously Presented) The system of claim 7, wherein the spending type further includes at least one of:

a type of transaction;

a type of good or service;

a type of merchant;

a time of day;

a spending limit; and

a location type.

10. (Previously Presented) The system of claim 7, further comprising:

presenting a user interface screen with a menu of transaction control items and transaction control rules, the control items organized into, and presented via the user interface as, categories;

wherein receiving the financial notification data from the primary user includes receiving one of a user-selected control item, category of control item, and user-defined control item from the primary user via the user interface screen.

11. (Previously Presented) The system of claim 7, wherein the notifications to the point of sale and the primary user are presented via at least one of:

a point of sale terminal;

a transaction receipt;

a computer screen;

a telephone;

postal mail;

a messaging application; and

an online service.

12. (Previously Presented) The system of claim 7, wherein the notification to the point of sale comprises at least one of:

an account balance;

an account shut-off;

a denial of a request to execute the financial transaction; and

a request to check an identification of the secondary user.

13. – 14. (Canceled)

15.   (Currently Amended) A storage medium encoded with machine-readable computer program code for providing control over transactions, the storage medium including <u>computer executable</u> instructions for causing a computer to implement a method, comprising:

prompting a primary user to input financial notification data, the financial notification data operable for defining transaction controls associated with financial transactions initiated by a secondary user, the financial notification data including a spending type comprising a time limit imposed on usage of an item that is subject to the transaction controls;

receiving and storing the financial notification data;

receiving data relating to a financial transaction from a point of sale, the data associated with the secondary user;

retrieving financial notification data related to the financial transaction;

sending a notification to the point of sale based upon the data relating to the financial transaction; and

approving a request to execute the financial transaction without interaction from the primary user and issuing a notification to the primary user when the request to execute the financial transaction is approved<u>;</u>

<u>wherein the control over transactions is provided by a merchant.</u>

16.   (Previously presented) The storage medium of claim 15, wherein the financial notification data specify conditions for performing at least one of:

denying a request to execute the financial transaction;

confirming an identity of the secondary user before approving the financial

transaction; and

suspending future financial transaction activities of the secondary user.

17.   (Previously Presented) The storage medium of claim 15, wherein the

spending type further includes at least one of:

a type of transaction;

a listing of items or services associated with the transaction;

a type of merchant;

a time of day;

a spending limit; and

a location type.

18.   (Previously Presented) The storage medium of claim 15, further

comprising instructions for performing:

presenting a user interface screen with a menu of transaction control items and

transaction control rules, the control items organized into, and presented via the user

interface as, categories;

wherein receiving the financial notification data from the primary user includes

receiving one of a user-selected control item, category of control item, and user-defined

control item from the primary user via the user interface screen.

19.   (Previously Presented) The storage medium of claim 15, wherein the

notifications to the point of sale and the primary user are presented via at least one of:

a point of sale terminal;

a transaction receipt;

a computer screen;

a telephone;

postal mail;

a messaging application; and

an online service.

20.   (Previously Presented) The storage medium of claim 15, wherein the notification to the point of sale comprises at least one of:

an account balance;

an account shut-off;

a request for an additional authorization code;

a denial of a request to execute the financial transaction; and

a request to check an identification of the secondary user.

21. (Previously Presented)   The method of claim 1, wherein the primary user is a merchant.

22. (Previously Presented)   The system of claim 7, wherein the primary user is a merchant.

23. (Previously Presented)   The storage medium of claim 15, wherein the primary user is a merchant.

24. (Previously Presented)   The method of claim 1, wherein the item is video gaming and the transaction controls include setting limits on the item by:

time;

usage;

game type; and

total gaming cost.

25. (New)   The storage medium of claim 15, wherein the control over

transactions is provided by an application service provider.